**Amendments to the Claims**:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1.     (Currently Amended)  An electronic program guide display control apparatus for displaying a part of an electronic program guide on a display screen and scrolling the display of a display area in response to specification operation on the display screen, the electronic program guide display control apparatus comprising:

a specification ~~position~~ point detection unit for detecting a specification ~~position~~ point on the display screen; and

a scroll control unit for scrolling the display of the display area based on a positional relation between the specification ~~position~~ point detected by the specification ~~position~~ point detection unit and a predetermined ~~position~~ point on the display screen,

the scroll control unit changes a scroll amount based on ~~the positional relation~~ a distance from the predetermined point to the specification point, and changes a scroll direction based on a direction of the specification point with respect to the predetermined point when the display is scrolled.

2.     (Currently Amended)  The electronic program guide display control apparatus according to claim 1, wherein the specification ~~position~~ point detection unit detects a ~~position~~ point on the display screen pressed by a user with the user's finger as the specification ~~position~~ point.

3.     (Currently Amended)  The electronic program guide display control apparatus according to claim 2, wherein the scroll control unit scrolls the display of the display area based on the ~~positional relationship between the~~ specification ~~position~~ point detected by the specification ~~position~~ point detection unit and a center ~~position~~ point of the display ~~screen~~ screen as the predetermined point.

4.      (Currently Amended)  The electronic program guide display control apparatus according to claim 3, wherein the scroll control unit scrolls the display of the display area based on a direction from the center ~~position~~ point to the specification ~~position~~ point and at least one of a distance from the center ~~position~~ point to the specification ~~position~~ point and specification pressure at the specification ~~position.~~point.

5.      (Currently Amended)  The electronic program guide display control apparatus according to claim 4, wherein if the specification ~~position~~ point detected by the specification ~~position~~ point detection unit is an end portion of the display screen, the scroll control unit displays content of an end portion of the electronic program guide positioned in a direction from the center ~~position~~ point to the specification ~~position~~ point on the display screen.

6.      (Original)  The electronic program guide display control apparatus according to claim 1, further comprising:

        a program-unit regulation unit for regulating a move distance of the scrolling by the scroll control unit in program units.

7.      (Original)  The electronic program guide display control apparatus according to claim 1, further comprising:

        a time-unit regulation unit for regulating a move distance of the scrolling by the scroll control unit in predetermined time units.

8.      (Original)  The electronic program guide display control apparatus according to claim 1, further comprising:

        a broadcast-service-unit regulation unit for regulating a move distance of the scrolling by the scroll control unit in broadcast service units.

9.      (Currently Amended)  An electronic program guide display control method comprising:

        displaying a part of an electronic program guide on a display screen;

detecting a specification ~~position~~ point on the display screen; and

scrolling a display area of the electronic program guide based on a positional relationship between the specification ~~position~~ point detected and a predetermined ~~position~~ point on the display screen,

changing a scroll amount based on ~~the positional relation~~ a distance from the predetermined point to the specification point, and changes a scroll direction based on a direction of the specification point with respect to the predetermined point when the display area is scrolled.

10.    (Currently Amended)  A computer readable medium storing a program that when executed, causes a computer to execute the method as set forth in claim 9.

11.    (Canceled)

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